



# **SHAPING ART, CULTURE, ENTERTAINMENT**

and lifestyle, our talents leave a lasting  
impact on our fans

**TALENT**



# TALENT



Through the Astro Champs Awards, we celebrate the academic success of our talents' children in national examinations

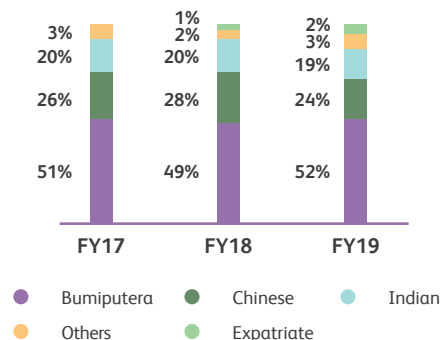
Astro's ability to serve Malaysians as the nation's content and consumer provider of choice draws upon the diversity of Team Astro's talents numbering 4,671 in terms of cultural background, age demographics and gender composition. Astro views talent diversity as crucial to driving innovation within the company and we practise an equal opportunity hiring policy without discrimination on grounds of race, religion, gender, age, sexual orientation and disability.

As at the end of FY19, 49% of our talents are women, with 43% of Senior Leadership roles being held by women. The average age of our talents is 34 and 98% are Malaysians. The increase in headcount seen in FY19 is primarily due to the conversion of certain contract employees to permanent status. As at the end of FY19, around 10% of our workforce are contract employees. Our annual permanent staff turnover rate is 12.5%.

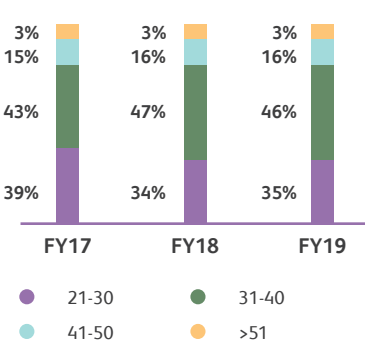
Astro is committed to attracting, developing and retaining top talents from diverse backgrounds, both experienced hires and graduates alike. In this age of increasing digitalisation and disruption, our priority is to inculcate an innovation-driven and growth mindset in our talents through various learning and development programmes. Our employee benefits are structured to be flexible and tailor-made to our talents' needs while our scholarship programme is focused on STEM fields to ensure a sustainable talent pipeline for Astro.

Our Group undertook a strategic business review at the end of 2018, which included a reassessment of our overall talent strategy to allow for a sufficiently nimble, lean and agile workforce that is able to effectively address the vibrant competitive landscape. In December 2018, we announced an ESS that was taken up by around 10% of our workforce. This exercise, which was completed at the end of February 2019 allowed us to redesign our organisational structure, consolidate roles, and streamline processes.

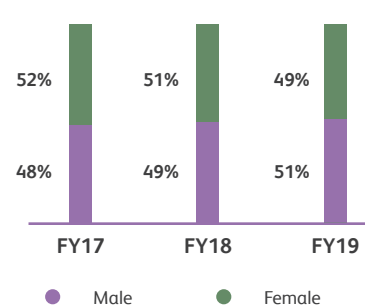
## Ethnic composition\*



## Age composition\*



## Gender composition\*



\* Based on pre-ESS headcount of 5,302 as at 31 January 2019. Headcount post-ESS as at 28 February 2019 numbered 4,671



## Digital

We delivered the CTP programme that imparts a structured approach to building capabilities around cloud technology and analytics. Our focused efforts led to Astro winning the Talent Accelerator Award for Malaysia by IDC in 2018.

### Continuous learning and development

In line with the organisation's digital transformation journey, Astro continues to provide learning opportunities to upskill, reskill and develop the capabilities of our talents. FY19 marks a strong shift towards building a culture of learning enabled and supported by digital learning assets. Programmes in FY19 focused on learning and development themes relating to digital and innovation.

Our annual three-day Astro Learning Fest engaged 2,373 participants in a total of 65 learning sessions. More than 3,900 hours of learning were recorded, an 84% increase year-on-year, in the fields of science, technology, engineering, arts and mathematics.

All employees are also required to complete internal training modules covering areas of business ethics, OSHE, risk, IT security and protection, and handling of RPTs. Learning hours in FY19 totalled 51,820, averaging more than nine hours per employee.



## Innovation

The CIP programme challenges our talents to innovate from within, working with mentors in specialised CIP workshops that provide the support framework necessary to incubate product innovations.

### Building a sustainable talent pipeline

#### Astro Scholarship Awards

The Astro Scholarship Awards continues to recognise and reward outstanding students with a total of RM31 million extended since its inception in 2005, benefiting 68 high-achieving graduates to date. In FY19, we awarded two deserving students full scholarships to pursue their tertiary education in actuarial science and civil engineering respectively, joining a further 14 Astro scholars who are currently studying abroad.

#### Propelling industry talent

As the talent management arm of Astro, Rocketfuel continues its specialised focus on influencer marketing, music IPs and digital content creation. Rocketfuel currently manages 147 talents with over 42 million fans on social media, and 20 million music streams and digital downloads. In addition, Rocketfuel has 38 talent-driven digital IPs on YouTube with over 1.5 million subscribers and 274 million views collectively.

Rocketfuel offers marketers end-to-end solutions and access to popular social influencers with the right brand fit and relevance. In FY19, Rocketfuel continued to develop new digital IPs and talents for eventual regional expansion including 16 Baris, Harvinth Skin, Hael Husaini, Chaleeda, Syamel and Ernie Zakri.

## Our Talent Programmes

1

### Management Associate Programme (MAP)

Astro continuously seeks to build a sustainable organisation by grooming young Malaysian talents. We welcomed 12 graduates into the seventh and eighth cohorts of MAP in FY19. The 24-month programme is designed to hone their capabilities through rotations across various key business units based on their development needs and interests. To date, we have 14 exceptional individuals who have graduated, and 22 future leaders currently enrolled in the programme.

FY19 marks our fifth year of partnership with Teach For Malaysia. Our MAP candidates were posted as teaching assistants in high-needs schools across Malaysia for three months, providing exposure to diverse communities and building their leadership skills in classrooms. MAP candidates undergo a series of learning checkpoints and training sessions to hone the necessary skills required for classroom teaching that are also applicable to their professional development.

2

### Technology Associate Programme (TAP)

FY19 marks our second year of TAP, where we welcomed onboard three new graduates who are passionate about technology. There is a total of nine graduates currently enrolled in the programme. TAP candidates undergo job rotations in our Technology COE to sharpen their business and technical acumen with the aim of becoming well rounded specialists in the technology space.

3

### Leadership Exploration and Development (LEAD) Programme

Astro collaborated with the United Kingdom & Eire Council of Malaysian Students (UKEC) to host the LEAD programme, an intensive three-day boot camp for Malaysian tertiary students held in January 2019. 61 participants attended this programme, including 10 Astro scholars. Held in Manchester, these promising young Malaysians honed their leadership skills through solving business challenges within a simulated real-world context. Our CEO Henry Tan was present and shared his insights with LEAD participants on the interpersonal qualities that are essential to achieve business success in today's environment.

4

### Internship Programme

Under the Astro Internship Programme, placements were offered to over 90 tertiary students in FY19. Outstanding performers are earmarked for graduate recruitment upon completion of their tertiary studies.

5

### Astro Champs Awards

To encourage academic excellence, 25 children were awarded prizes during the Astro Champs Awards held in September 2018. This award is open to the children of Astro's employees to celebrate their success in national examinations across all levels from UPSR to A-Levels.



# MANAGEMENT & TECHNOLOGY ASSOCIATES



From left to right

**Brianna Chang Pei Shan**

BSc Mathematics with Statistics  
- Imperial College London

*"I have the opportunity to initiate projects that could be a game changer."*

**Ahmad Akmaluddin bin Ahmad**

MEng Computer Science & Electronics  
- University of Bristol

*"My journey has been rewarding and amazing."*

**Thavakumaran a/I Jeyananthan**

MEng (Honours) Mechanical Engineering  
- University of Manchester

*"I am on my way to becoming a full stack developer."*

**Siti Farhana binti Sheikh Yahya**

MA Conflict, Security and Development  
- King's College London

*"I am able to pursue my passion in helping the underprivileged community."*

**Natalie Chang Siu-Ying**

Bar Professional Training Course  
- City, University of London

*"My experience will equip me to take on future challenges with confidence."*

**Lemuel Ong Chin Shan**

BA Film and Media Studies  
- Calvin College, Michigan

*"There is never a dull moment in Astro!"*

# TALENT

## Rewarding talents through attractive employee benefits

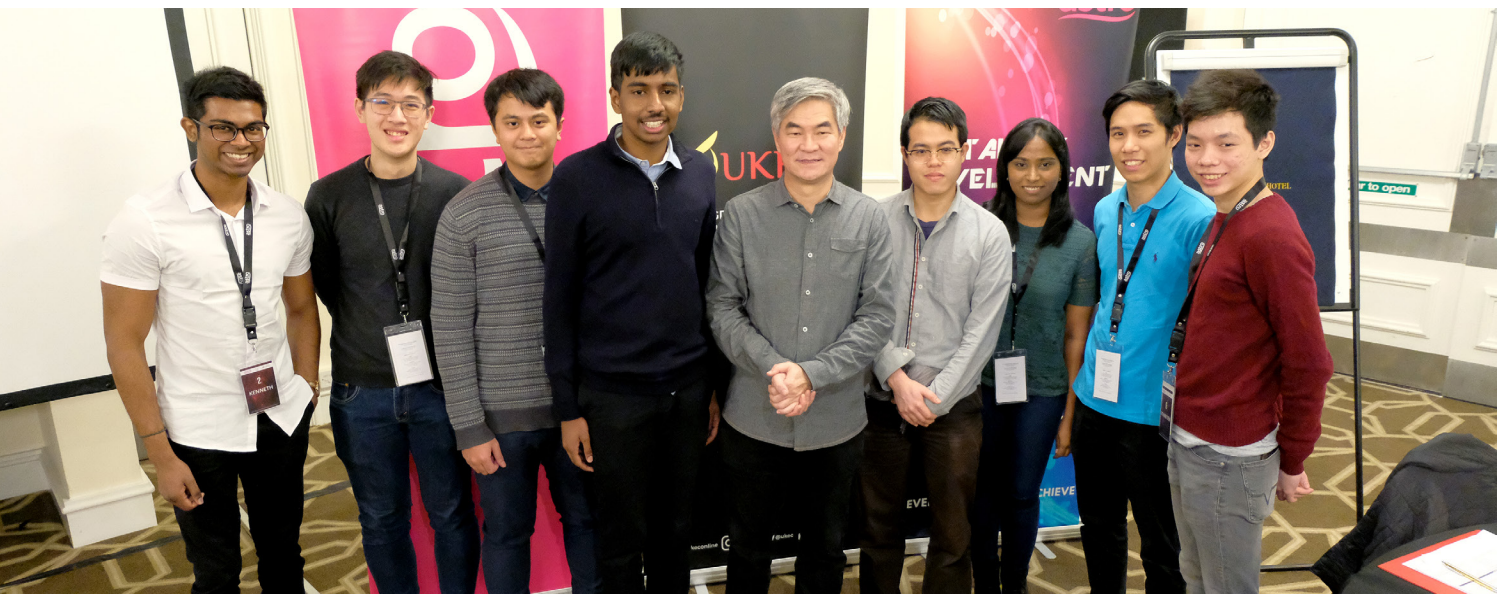
We provide flexible and customisable employee benefits to attract and retain talents in Astro. myChoice@Astro offers a flexible benefit arrangement encompassing a range of core and flexible benefits. Core benefits include medical coverage, life, health and personal accident insurance while the flexible spending account can be utilised for various means including health and wellness, technology, annual leave as well as medical leave incentives. Our talents are also entitled to a subsidised Pay-TV subscription.

To ensure our pay scale is reflective of current market trends, Astro's annual remuneration review provides an avenue for an increase in the base pay of eligible employees. In FY19, the average increment rate accruing to our workforce was competitive in relation to the national average. This yearly exercise is also used as a tool to gradually equalise pay variances between employees performing similar job functions, helping to reduce inequality across our workforce.

The welfare of our talents is a priority with multiple channels established for employees to report any untoward incident such as bullying and harassment. Management is also trained to manage such incidents in a professional manner. We conduct an annual employee engagement survey to gather actionable feedback from our talents.

## Awards

In FY19, we were awarded the Most Popular Graduate Employer in the Broadcasting/Media sector in Malaysia's 100 Leading Graduate Employers Award for the seventh time and maintained our ranking in the top 20 of Leading Graduate Employer Brands. Astro was also awarded the Talent Accelerator Award for Malaysia at the IDC Digital Transformation Awards 2018, which recognises outstanding organisations that have made critical breakthroughs in digital transformation across the Asia Pacific region.



Our CEO Henry Tan shared his insights with our scholars and Malaysian students during the LEAD Programme, UK in January 2019

## Nurturing and empowering our talents

Our efforts to incorporate sustainable practices in talent acquisition and management include:

- Prioritising learning and development to nurture digital comprehension and innovation, upskilling and enriching our talents via in-house and external training programmes.
- Investing to sustain a pipeline of high calibre talents through multiple initiatives including scholarship awards, internships, and associate programmes.
- Promoting a healthy lifestyle among our talents by hosting monthly physiotherapy sessions, organising quarterly blood donation drives and weekly exercise classes, and through partnerships with health professionals and health-related entities.





# PERSONALITIES & INFLUENCERS



From left to right

**Usop** Singer

**Ernie Zakri** Singer

**Ashwad Ismail** Astro AWANI Presenter/Producer

**Lisa Surihani** Actress/Social Influencer/Humanitarian

**Lil J** Rapper

**Zizan Razak** Actor/Singer/Social Influencer

**Radin** Radio Announcer/Social Influencer

**Faraz** eGG Network Host

**Nicole Lai** Actress/Singer/Social Influencer

**Geraldine Gan** Actress/Singer/Social Influencer